



## **NORTHWOODS HUMANE SOCIETY**

**CONTACT: Deanna Persson  
Deannapersson3@gmail.com**

**P: 715-634-4543**

**\*\* Press Release \*\***

### **Sit. Stay. Shop to feed the animals during the Covid-19 Pandemic**

#### **This November lesliesharon.com, an authorized pop-up retailer for Dog is Good will donate 15% of purchases to Northwoods Humane Society – Sawyer County, WI**

Leslie Sharon events, an authorized pop-up retailer for Dog is Good, a retailer of Dog related apparel will donate 15% of each purchase to the Northwoods Humane Society (NHS) of Hayward, WI. **Dog is Good**, a Dog lifestyle company, creates and markets gifts and apparel for **dog** lovers. Located in Los Alamitos, CA, the company sells wholesale and retail, and licenses the brand to numerous manufacturers in the pet, gift and home product industries. An important part of **Dog is Good's** mission is to be a force for good. They have worked with numerous animal shelters and other pet-related non-profits, donated to auctions, designed custom products to help raise funds and donated cash in pursuit of this ideal. Each year, Dog is Good reaches out to dozens of organizations and is also aligned with a couple of larger "Charity Partners."

At the invitation of NHS Board member Vallie Szymanski, Deanna Persson, President, NHS attended the annual OCSA 5K Dog Walk in St. Charles, IL in 2019. At that event, she was introduced to Leslie Mait, the Midwest Sales Representative for **Dog is Good**. The two had a lively conversation about the delightful **Dog is Good** products and its corporate commitment to support animal shelters. So when Vallie was able to facilitate a November 2020 fundraiser benefiting the Northwoods Humane Society everyone was happy!

The Northwoods Humane Society (NHS) provides a sheltered environment for unwanted animals in Sawyer County. NHS finds appropriate homes for animals, provides medical care and supports the community with numerous programs and resources. One such program is providing pet food for area food shelves. The funds raised during the month long promotion will underwrite the cost of pet food for area food shelves. Pet food will also be available for pick up at the shelter.

To shop, please visit [www.lesliesharon.com](http://www.lesliesharon.com), to purchase your items. The promotion begins Sunday, November 1, 2020 12:01am and lasts until 11:59pm, Monday, November 30, 2020.

**About the Northwoods Humane Society (NHS)**

Tax ID Code: EIN 39-1634-807; Dog Seller License 267329-DS

The Northwoods Humane Society (NHS) is a Section 501 (c) (3) charitable organization. Donations to NHS are deductible as a charitable gift. If you should have any questions concerning tax deductibility, please consult your tax advisor. The NHS receives NO funds from any local, state or federal government. We are a "no-kill" shelter. Follow the accomplishments and find key information about this cause on Facebook @NorthwoodsHumaneSocietyHaywardWI, or visit <https://www.northwoodshumanesociety.org/>

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